



Pell Frischmann

Avoch to Munlochry Active Travel Link

Online Consultation Report

April 2021

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1 Introduction

1.1 Purpose of the Report

Pell Frischmann (PF) has been commissioned by Transition Black Isle (TBI) to undertake an options appraisal for a potential walking and cycling route between Avoch and Munloch, located on the Black Isle. A key part of this process is consultation with the residents, community groups, landowners, and wider stakeholders within the areas of Avoch and Munloch.

Typically, when consulting the public for previous projects, PF held physical forums within the communities to allow locals to view the proposals and give feedback. Due to the Covid-19 pandemic, such physical consultation forums were not possible, and online interactive consultation material was produced instead. This consisted of the following platforms:

- A Microsoft Sway feature on the Transition Black Isle website between the 1st and 29th March 2021; and
- Three webinars for people to join virtually and ask questions, on the 20th March between 10am and 12pm, the 23rd March between 12pm and 2pm, and the 25th March between 6pm and 8pm.

The purpose of this document is to detail the online consultation and webinars and outline the feedback received.

2 Virtual Consultation

On the 1st March 2021, the scheme proposals were uploaded to the Transition Black Isle website in the form of a Microsoft Sway feature. This material was available to anyone that visited the website from its upload date until the 29th March 2021.

This online forum was advertised in advance via flyers delivered to houses within the IV1 3, IV8 8, IV9 8, and IV10 8 postcode areas. A copy of the flyer can be seen in Appendix A.

The Microsoft Sway feature allowed viewers to scroll at leisure and view the outline of the scheme and proposed measures. It was split into sections and included links to relevant websites and YouTube videos for further information. A simplified version of the Sway is provided in Appendix B.

Within the Sway, viewers were asked to complete a feedback form so as to gather opinions of the scheme. The feedback was gathered via a Microsoft Form consisting of 16 questions. Pictures showing questions, their response summary statistics, and selected comments - where appropriate - are provided below.

Question 8 has been redacted as it was considered to be irrelevant since it only directly impacted one resident.

Figure 1: Question 1

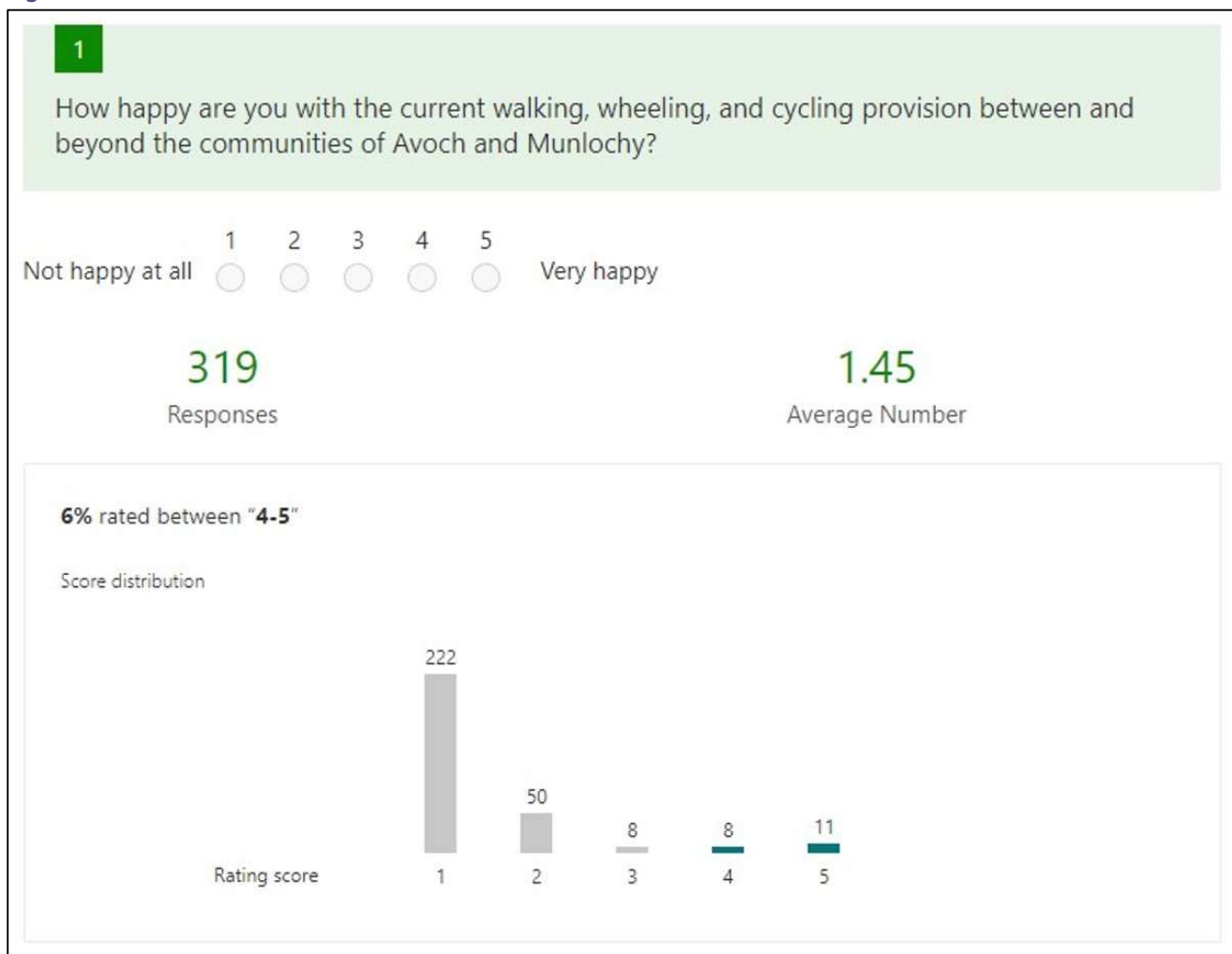


Figure 2: Question 2

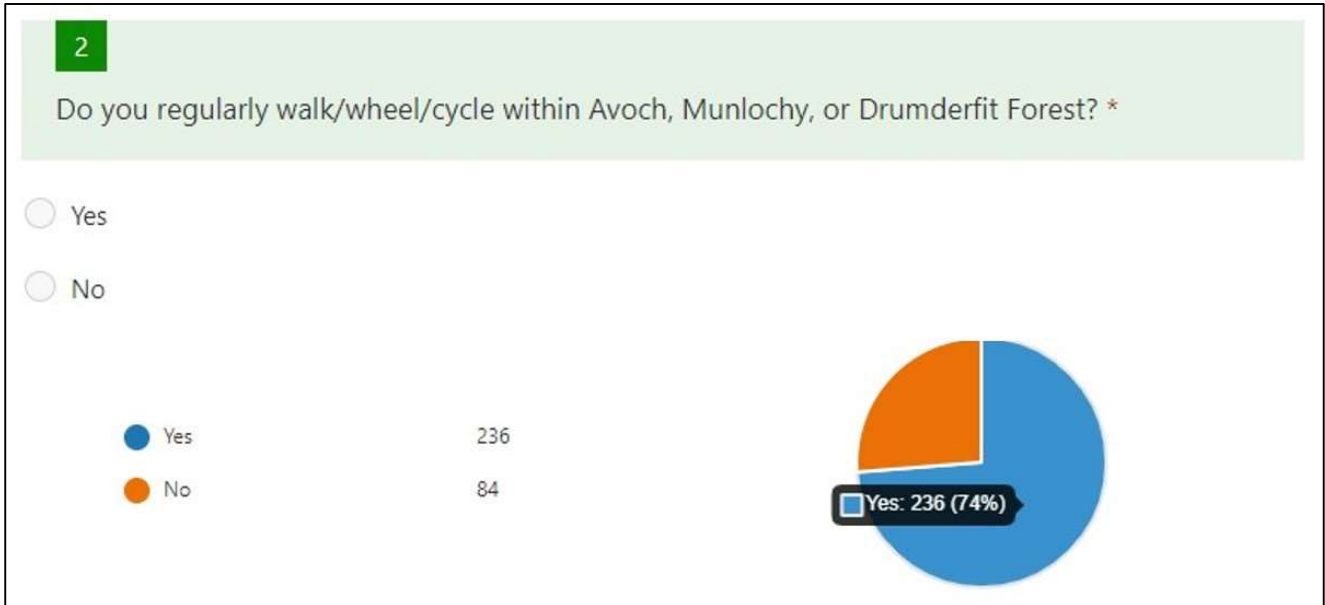
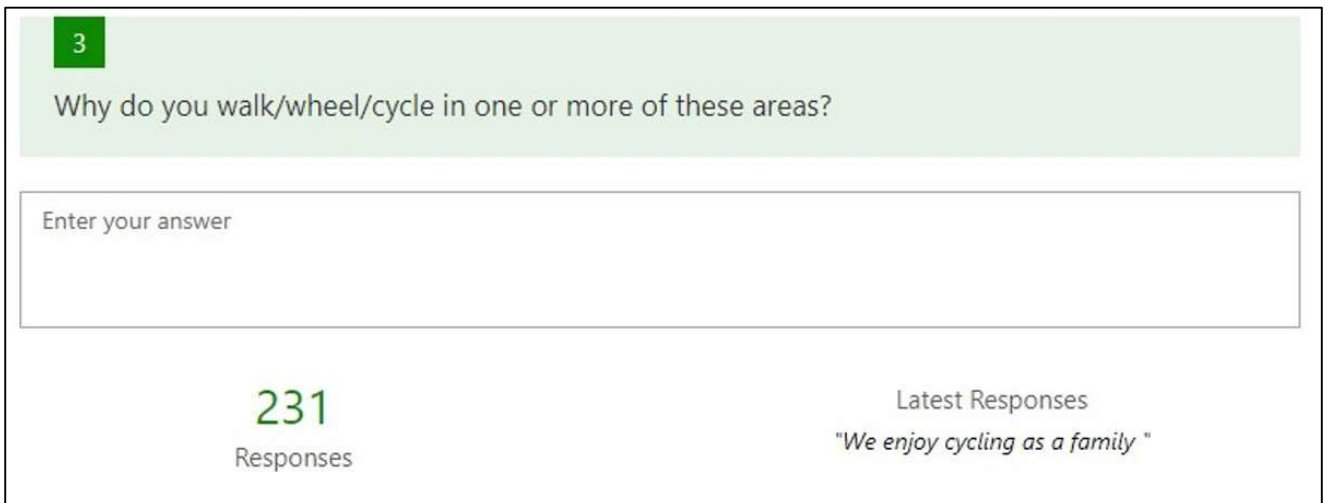


Figure 3: Question 3



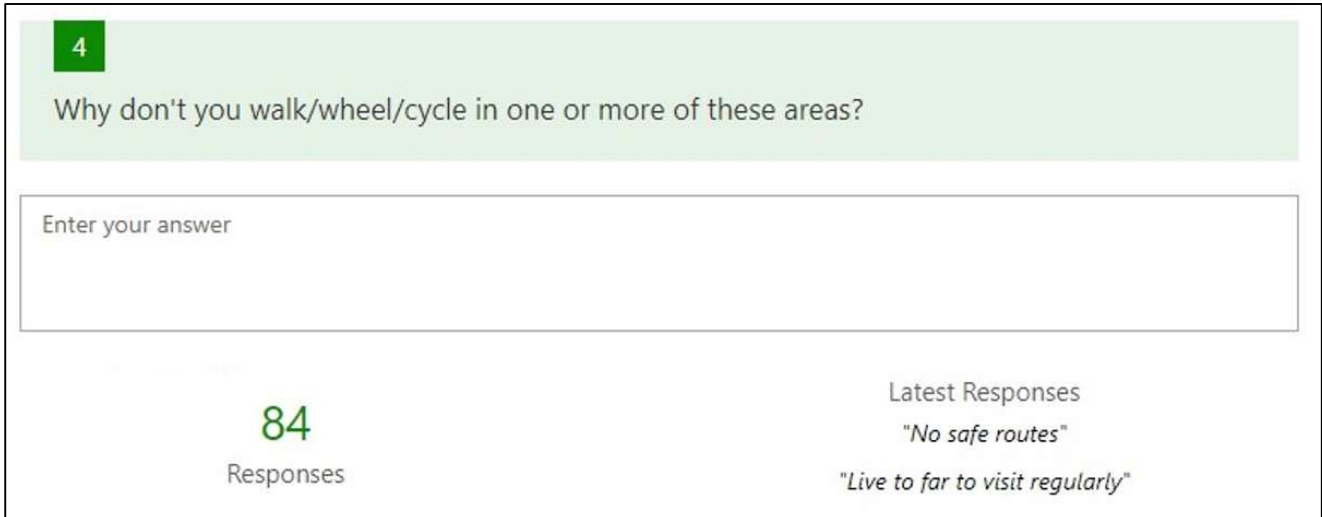
"I live in Avoch and have chosen not to have a driving licence. The bus times do not fit in with my shifts as a support worker on Ness Walk in Inverness as I start as early at 07:00 and finish as late as 23:30. I use an eBike to commute to my full time job. On one of my days off I will cycle to Inverness to do the weekly shop. I also use the route to access the west coast of Scotland when lockdown permits. I cycle because I don't want to add to the existing issues and it only takes 50 minutes on the eBike v's 25 to 30 minutes in a car. I cycle because I don't want to pay for a gym membership that I probably wouldn't use. I cycle to protect the NHS. I cycle so that I reduce the risk of causing harm to others. I cycle because it's fun!!!"

"To visit friends, spend money with local businesses and for pleasure. I operate a cycle hire service in Inverness and can forecast increased visitor numbers if the active travel infrastructure was better."

"Walk the dog in Drumderfit woods, as it's off road and he can have a decent off-lead time. Only walking in Munloch is going between places within village, haven driven there usually."

"We live in beautiful surroundings which are a joy to walk or cycle in within these areas, but not a joy to walk or cycle between the communities. Walking and cycling helps to keep us fit, relaxed and good for mental well-being as well as encouraging your people to get outdoors safely."

Figure 4: Question 4



"Currently, I avoid the area due to the high incidence of speeding traffic."

"I cycled several times per week between Avoch and Munloch during the 5 years I lived in Fortrose as part of my commute to Inverness. I dreaded this part of the commute as I was experienced frequent close passes from cars and I never felt completely safe."

"Road is too dangerous to cycle, I use Rosehaugh Estate and back roads, which is not ideal."

"The main road between Avoch and Munloch and on to Drumderfit is dangerous to cycle on. I cycle all over the Black Isle but NEVER go on this stretch of road because I think it is very dangerous. It is a busy road because of all the traffic to and from Inverness and vehicle speeds are high. It seems difficult for drivers to give enough space to cyclists and the road is narrow, so they tend to give little space to cyclists to avoid slowing down and to avoid oncoming traffic. Awful road for cyclists."

Figure 5: Question 5

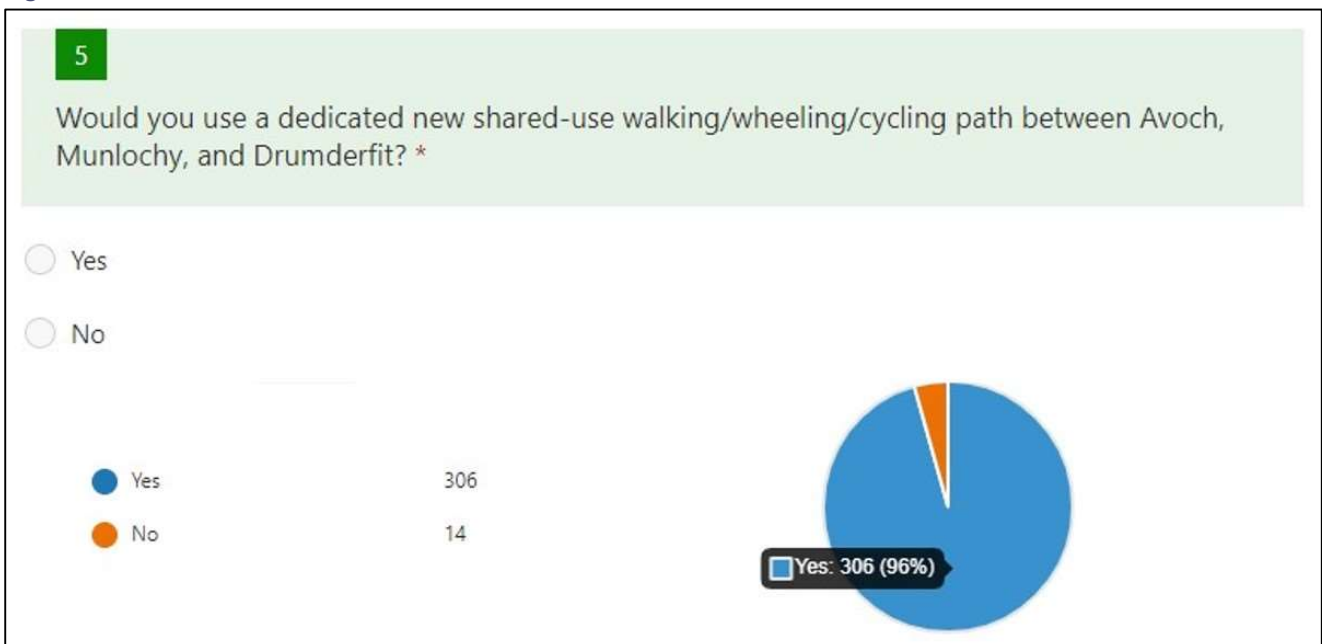


Figure 6: Question 6



Figure 7: Question 7

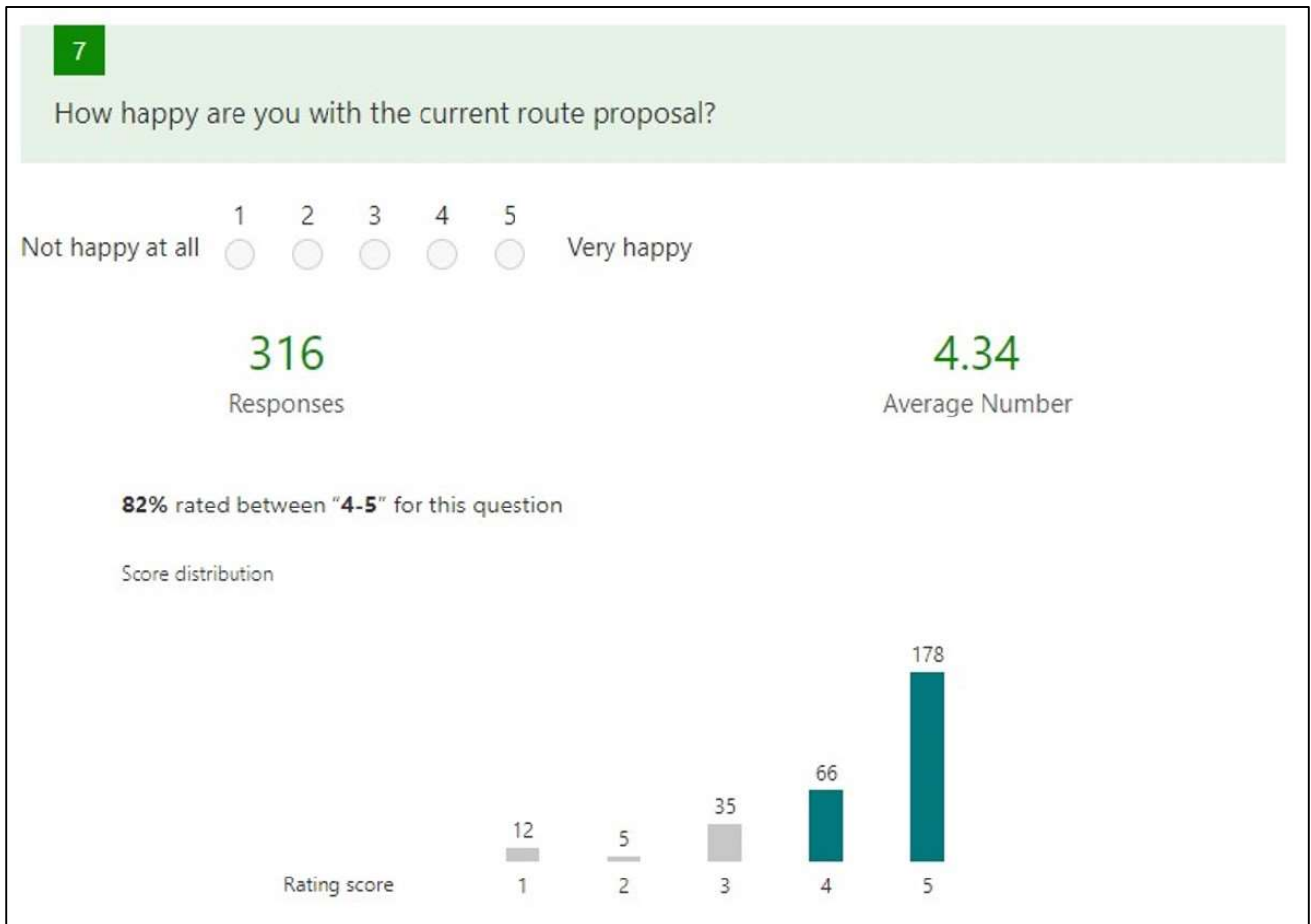


Figure 8: Question 9



Figure 9: Question 10

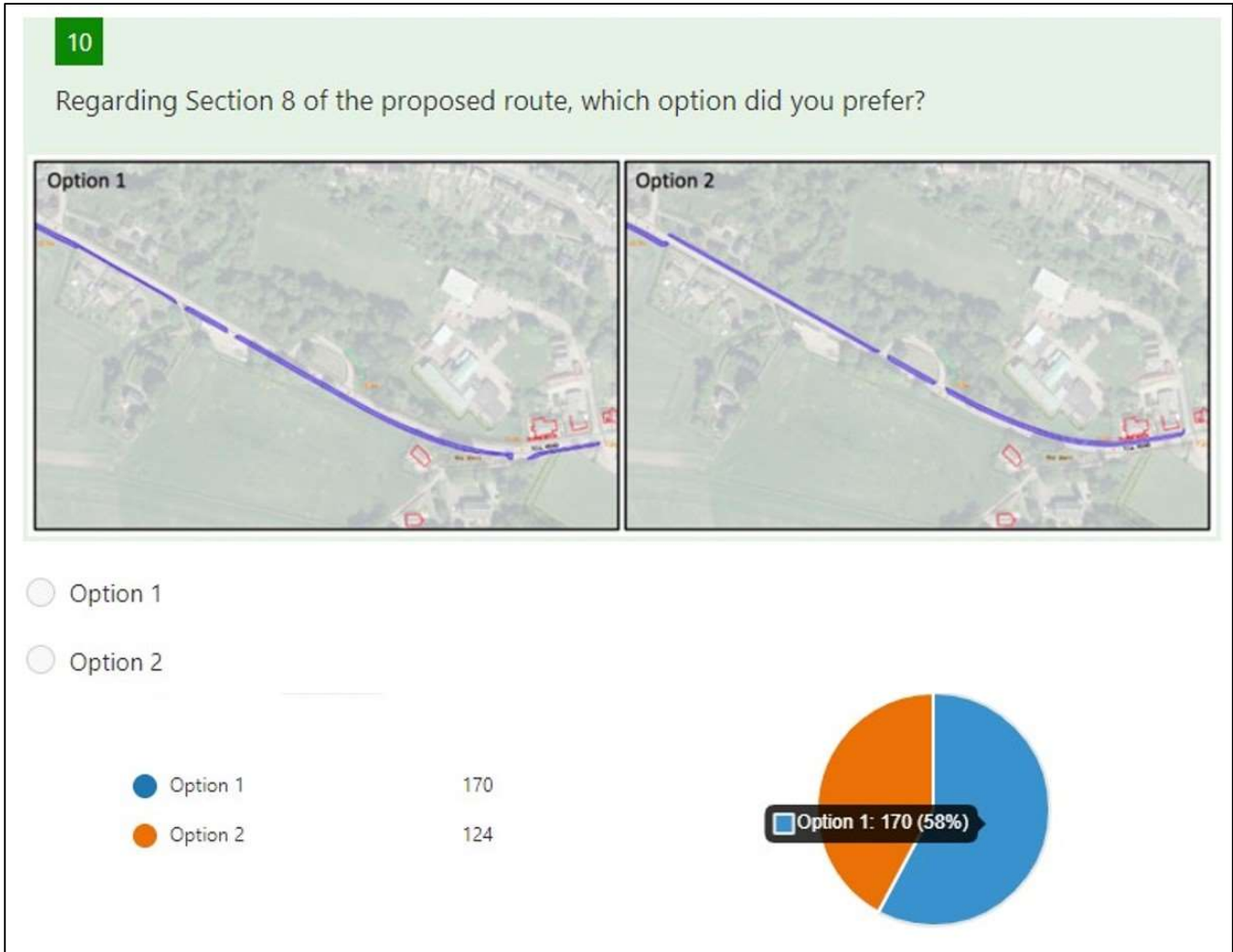
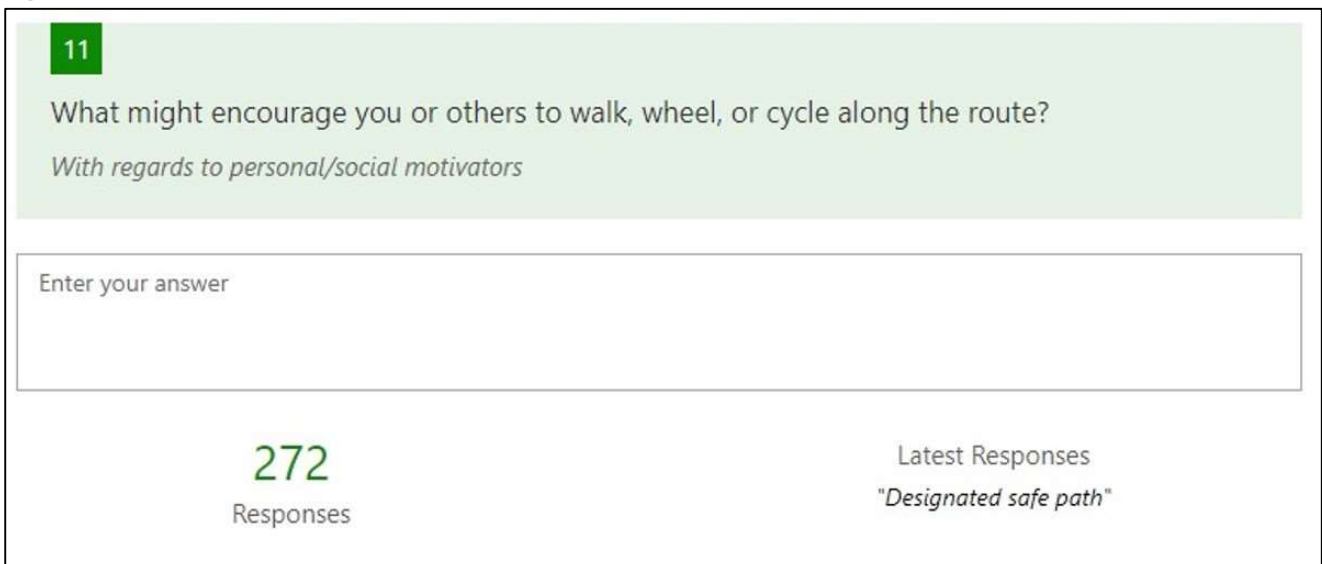


Figure 10: Question 11



"Why not create a nice signage system incorporating some Black Isle themes (a sea or farming theme?) and link it with the Avoch and Fortrose link? Perhaps linking it with other local routes, so create lots of different routes/circuits with appreciate maps and signage, because the Black Isle has some fab routes but there's a lack of continuity/linkage and/or clear information/signage."

"The knowledge that the route is safe and off road would encourage me and my friends to cycle - even into Inverness on a regular basis. I would walk into Munlochy for lunch at the pub or picnics at the bird hut outside Munlochy."

"Straight forward route, as direct as possible, low number of high gradients hill cycling with young family or after a day at work does not appeal, enough space to cycle from cars and buses. Would like option then to branch off to explore other expanding route options like through Rosehaugh estate."

"Lit, pleasant clean and green environment, clear signage, smooth, dry and clean surface. I previously lived in Edinburgh city and the cycle paths that were built and upgrade in the last 10 to 15 years made a massive improvement as a regular commuter and I saw significantly more people using them. Even the cat eye solar lights on the canal footpaths with the tarmac made for a clean commuter with a bit of light - fantastic encouraging winter commuting. So looking forward to this and an extension to Fortrose. Thanks for all the effort in getting it to this stage"

Figure 11: Question 12

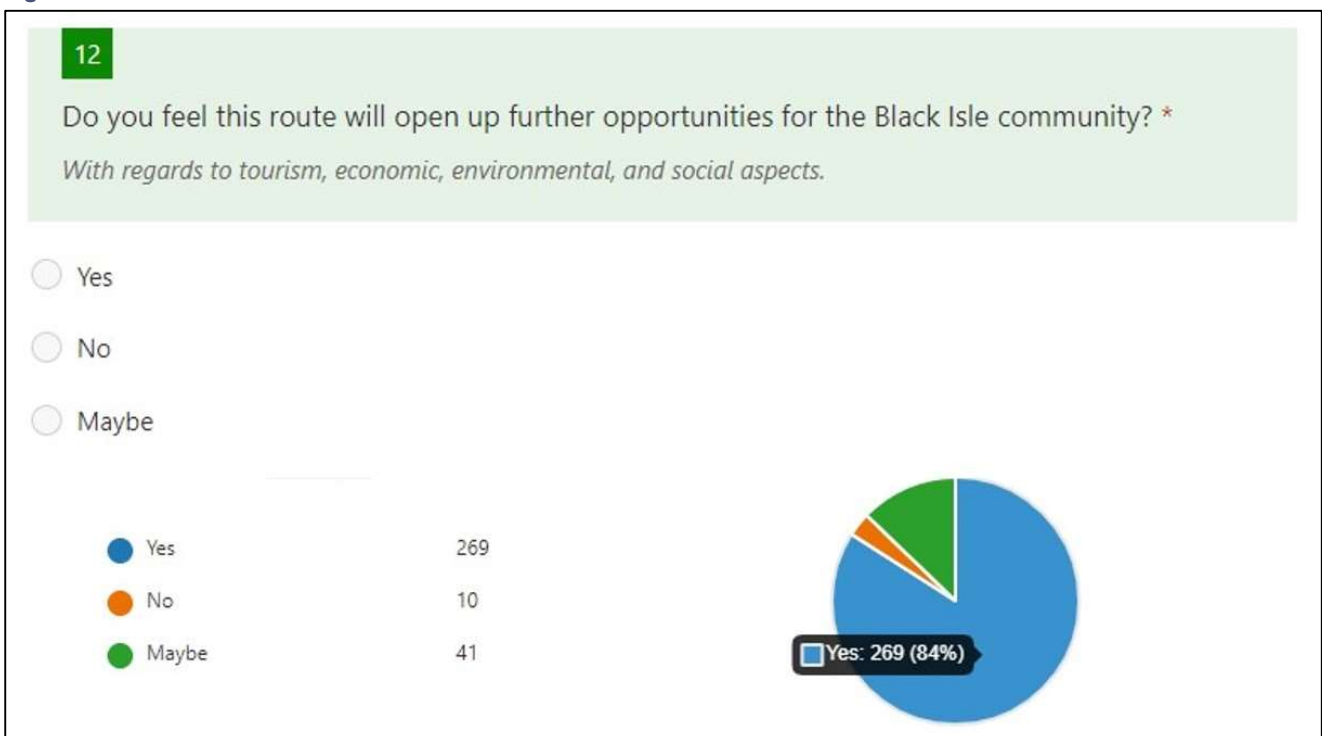


Figure 12: Question 13

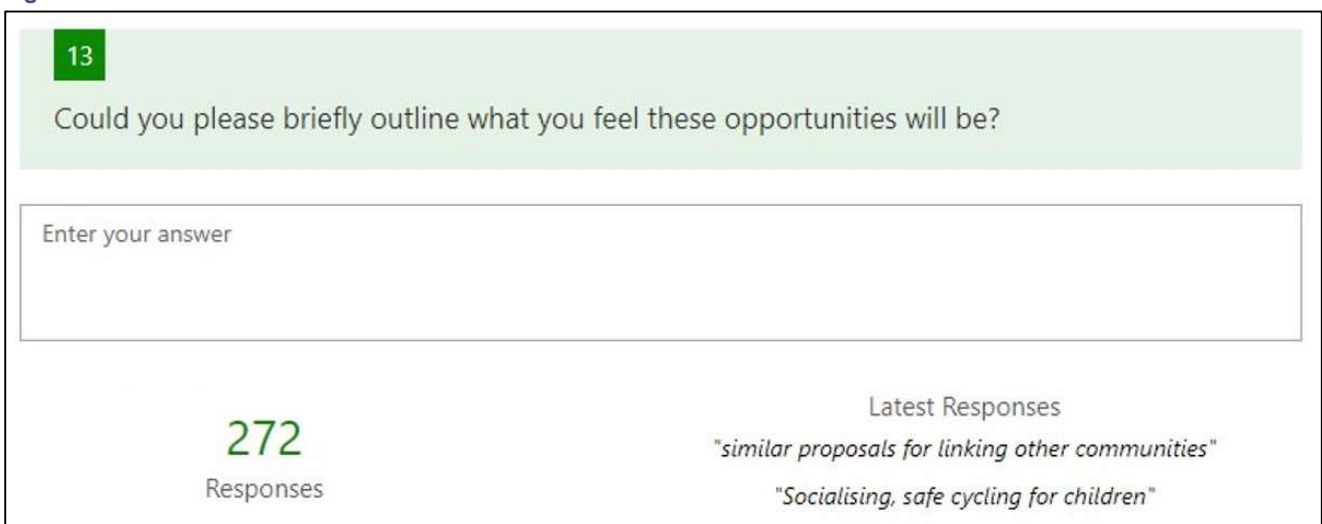


Figure 13: Question 14

14

Are there any other places you feel would benefit from active travel improvement?
This may be the development of a dedicated path or improvements to existing infrastructure.

Enter your answer

224
Responses

Latest Responses

"Culbokie to Easter Kinkell to Muir of Ord"

"A better tourism experience, as visitors enjoy using safe dedicated cycle/walkways. It will also help prevent the 'anti-cyclist sentiments' of both locals and visitors when they feel frustration when 'stuck behind' cyclists on roads. The new verges will allow potentially for more wildflowers/insects. Visitors using a cycle track are more likely to use local cafes, pubs and shops as they can stop off easily for refreshments, so improve economic activity in the villages."

"As a cyclist who regularly cycles between Inverness and Avoch I could envisage the route becoming popular as a day trip for people and families living in Inverness. Other benefits could include increased revenue for local Black Isle businesses; reduction in Co2 emissions; increased sense of safety and in turn increased commuting to Inverness by bike; improved health and wellbeing outcomes for those who choose to use the route for commuting; less congestion on the road and therefore less wear and tear on the road; a cycle route would be an extra tourist attraction for the area. With increased popularity of E-bikes such infrastructure would be wise to help both local and national government reduce the carbon being emitted. This route will allow families to enjoy active days out safely."

"Better access to friends! Healthier lifestyles for everyone who cycles and encouraging people of all ages to take up cycling without the fear of sharing the road with motor vehicles."

"Communication between areas where you might meet other people to pass the time of day. Helps create a feeling of belonging."

Figure 14: Question 15

15

If you would like to be kept up to date with the scheme progression, please enter your email below.

Please note that this is not compulsory. Your email will not be used for any purposes other than to notify you of upcoming consultations for this scheme.

Enter your answer

189
Responses

Figure 15: Question 16

16

Any other comments?

Enter your answer

161
Responses

Latest Responses

For the text-based questions, summaries have been provided in Appendix C.

Overall, the gathered response to the proposals was positive. The Microsoft Sway feature was viewed 2220 times during the month-long window. Considering that 320 responses were submitted, it can be assumed that those who did view the material were broadly in agreement with the scheme and had no real qualms with the proposed measures.

3 Webinars

On the 20th March between 10am and 12pm, the 23rd March between 12pm and 2pm, and the 25th March between 6pm and 8pm, three respective webinars were hosted by Pell Frischmann on Microsoft Teams.

The webinars were advertised on the same flyer containing the information for accessing the presentation material. A link to these webinars was uploaded to the TBI website and was accessible to all. The webinars were held at differing times and on three different weekdays to try and capture as many as people as possible.

Attendance to these webinars was limited. It is possible that those supportive of the scheme felt they had enough information from the online consultation material and needed no further clarification.

Appendix A Consultation Invite Flyer

We are developing an active travel link from Avoch to Munlochy and Drumderfit to make it easier and safer for people to walk, wheel, and cycle around the area.



AVOCH TO MUNLOCHY ACTIVE TRAVEL LINK



We want your views on our proposals and have created a virtual consultation.

To view the consultation material, please visit the Transition Black Isle website:

transitionblackisle.org/active-link

The consultation will be accessible between March 1st and 29th. We are also hosting several online Q&A sessions, please see the TBI website for details.

If you are unable to access the consultation material online, please get in touch to discuss other options using the email address or phone number below.



Avoch to Munlochry Active Travel Link



Pell Frischmann

Creating a safe and attractive off-road route linking Avoch, Munlochry, and Drumderfit Forest



About the Project

Welcome to the consultation for the 'Avoch to Munloch Active Travel Link'. As you scroll through this presentation, you will find an overview of the route, the potential for wider opportunities, supporting information for active travel routes, and a feedback form. Some of the features of this consultation are interactive and these have been identified throughout. Underlined text links to webpages that will offer more information. We want your views and ideas so please have a look at the proposal and fill in the survey.

This consultation will be available to access between March 1st and March 29th.

We are also hosting some drop-in Q&A sessions, where a consultant from Pell Frischmann and a member of Transition Black Isle will be available to answer questions regarding the scheme. A link to these sessions will be provided on the TBI website and they will be held on the following dates:

-
- 20th March from 10am to 12pm
 - 23rd March from 12pm to 2pm
 - 25th March from 6pm to 8pm
-

Please note that the first 30 - 45 minutes of the sessions will be a short run through of the proposals.

Transition Black Isle¹ (TBI) secured funding through the Sustrans Places for Everyone scheme to review routes between the two villages of Avoch and Munloch. This programme aims to improve the infrastructure for walking, wheeling, and cycling and, by doing so, linking the places people live in with the places they want to get to. The scheme is funded by the Scottish Government through Transport Scotland and is administered by Sustrans². Places for Everyone contributes to the Scottish Government's aim for a healthier, environmentally sustainable nation with a strong economy and communities, as laid out in the National Performance Framework. Pell Frischmann have been appointed to review options for providing such a route that would encourage active travelling. **Active travel**³ refers to the movement of people between destinations by physical activity, whether that be by walking, wheeling, or cycling.

¹<https://www.transitionblackisle.org/>

²<https://www.sustrans.org.uk/>

³<https://www.transport.gov.scot/active-travel/>

Currently there are no direct, safe, and accessible walking/cycling routes between the two locations: people must either use a vehicle or cycle on the A832. There is also no way of accessing or leaving Munloch without using the main road. We want to create an easy, safe, and attractive route for people actively travelling around the area. The route will run from Avoch Primary School and follow the path of the A832. It will end at the junction of the A832 and the B9161 to the north of Munloch, providing users with access to the village. The route will then restart at Knockbain Parish Church at the south of Munloch and follow the B9161 before passing the War Memorial and finishing at the carpark for Drumderfit Forest. This route will improve active travel around the Black Isle by acting as an important link between communities in the east of the isle and Inverness, providing an off-road section for the John o'Groats Trail, and linking into National Cycle Route 1.

It should be noted that we are in the early design stages and we encourage you to give feedback and share ideas. The current design proposal was reached through the development of an options appraisal for different route possibilities.

We hope you like our proposals, please leave us some feedback once you have had a look!

Background

Through developing this active travel link, we want to achieve the following for the communities of Avoch and Munloch and the wider area:

- To make it safer for people to walk, use buggies, wheelchairs, mobility scooters, and cycle between the two locations, or to just enjoy the countryside;*
 - To link both communities and their facilities;*
- To provide connectivity to the wider area of Fortrose and Inverness through National Cycle Route 1;*
- To provide a dedicated route for commuters travelling by active means between Avoch, Munloch, and Drumderfit Forest;*
 - To help people who want to improve their health by becoming more active;*
 - To provide an inclusive all-abilities route;*

- *To increase local employment opportunities by providing a non-vehicular route between the two locations;*
 - *To encourage cycling amongst the younger generation, helping them gain independence and confidence;*
 - *To help parents and guardians have confidence in a child's ability to use a bicycle and travel safely;*
 - *To improve community spaces; and*
 - *To reduce traffic, improving air quality and reducing pressure on parking.*
-



The Options Appraisal

As part of the Options Appraisal, Pell Frischmann carried out an assessment of the study area, highlighted interventions which could offer benefit to the community, and engaged with the client.


The purpose of the Options Appraisal report was to score different route possibilities using the following design criteria:

- **Safety** - the design should be provide personal security and minimise risk to users
- **Directness** - the route should be based on desire lines and have minimal detours and delays
- **Coherence** - origins and destinations should be linked via a continuous route
- **Comfort** - the design should minimise mental and physical stress of users
- **Attractiveness** - the design should be in harmony with and complementary to the surroundings
- **Adaptability** - the design should be able to accommodate future increase in use
- **Accessibility** - the route should be accessible to users of all abilities
- **Socioeconomics** - the route should provide social and economic benefit to the local area
- **Deliverability** - technical and physical constraints and stakeholder objections should be overcome within delivery timeframe

The route must be considered fundable by Sustrans and would therefore need to be traffic free and no less than 3m wide, though this can be reduced in certain circumstances to overcome a particular pinch point. It would need to be an adoptable standard such that it could be maintained by The Highland Council and coherent enough that it could be used by an unaccompanied 12- year old.

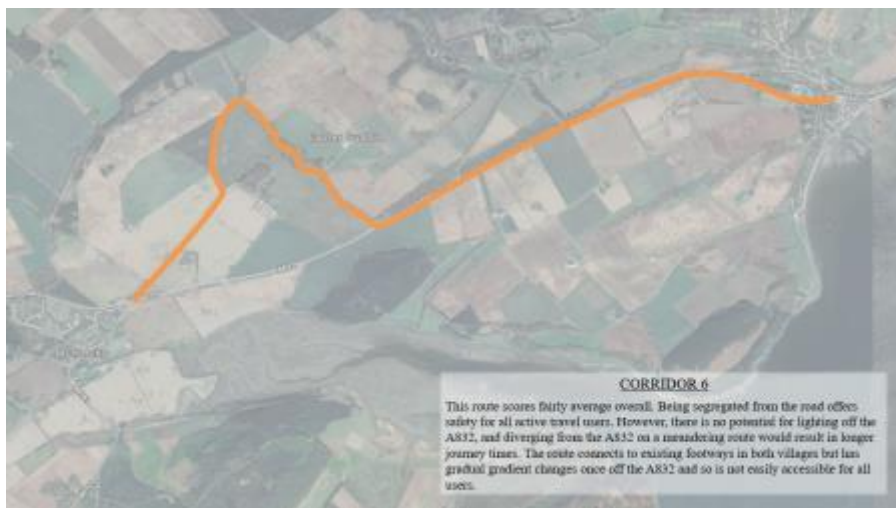
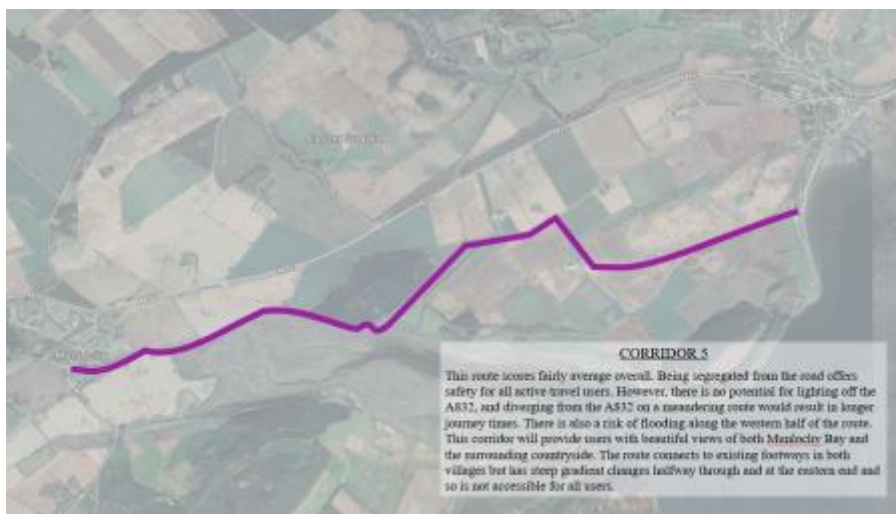
Following our appointment, Pell Frischmann considered several route options. In order to assess the most appropriate solution, the study area was split down into eight corridors which would allow for an analysis to be compiled assessing the opportunities and constraints for each option. It was always understood that the final route might be a combination of multiple corridors.

The corridors are presented below in a slideshow formation, please click through to view the rough routes with accompanying text briefly describing the analysis.



Please use the arrows on
both sides to flip through
the slideshow





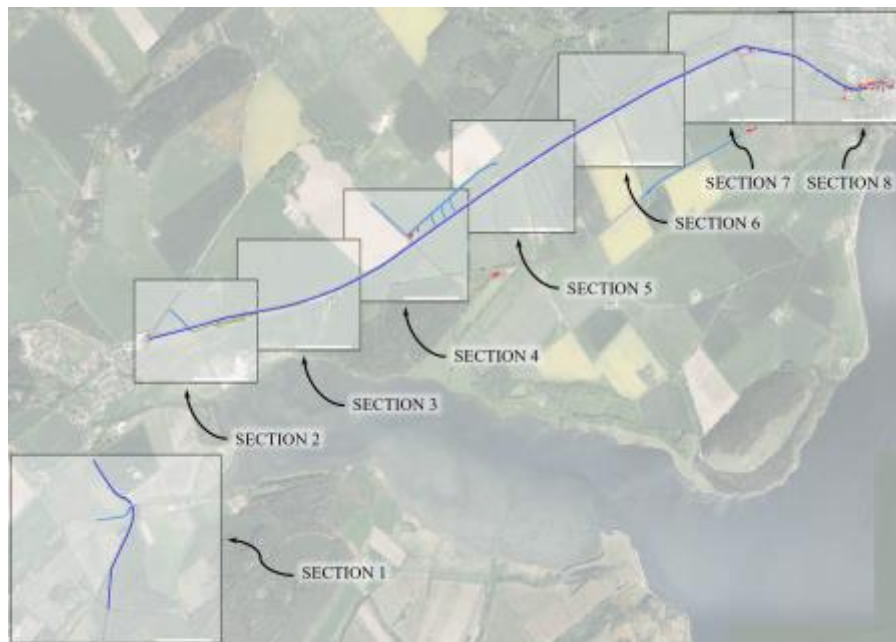


Corridors 1 and 8 scored highest in terms of providing a route that meets the objectives of the brief and the funding criteria set by Sustrans and therefore were taken forward to the design stage.

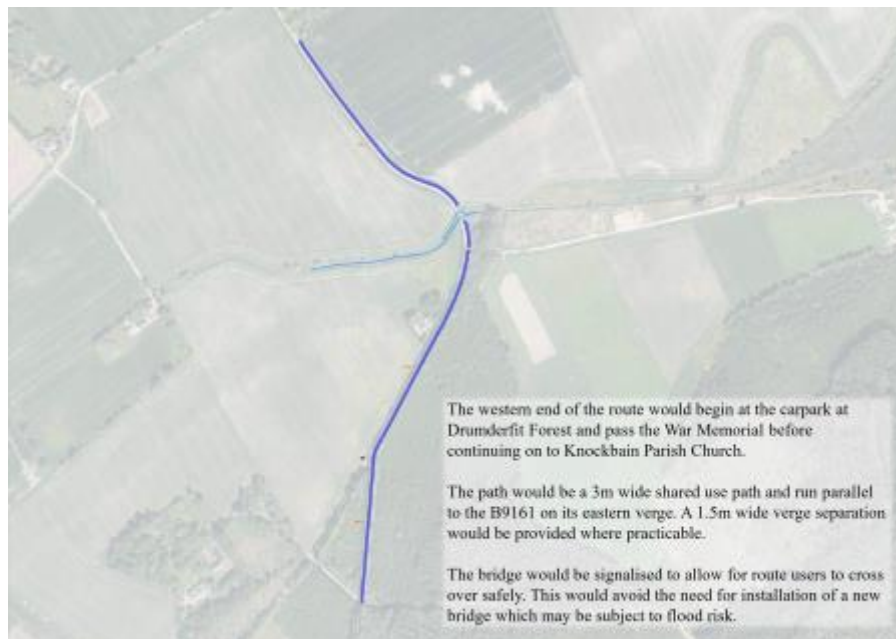
The Route

The following images will give you an overview of the route.

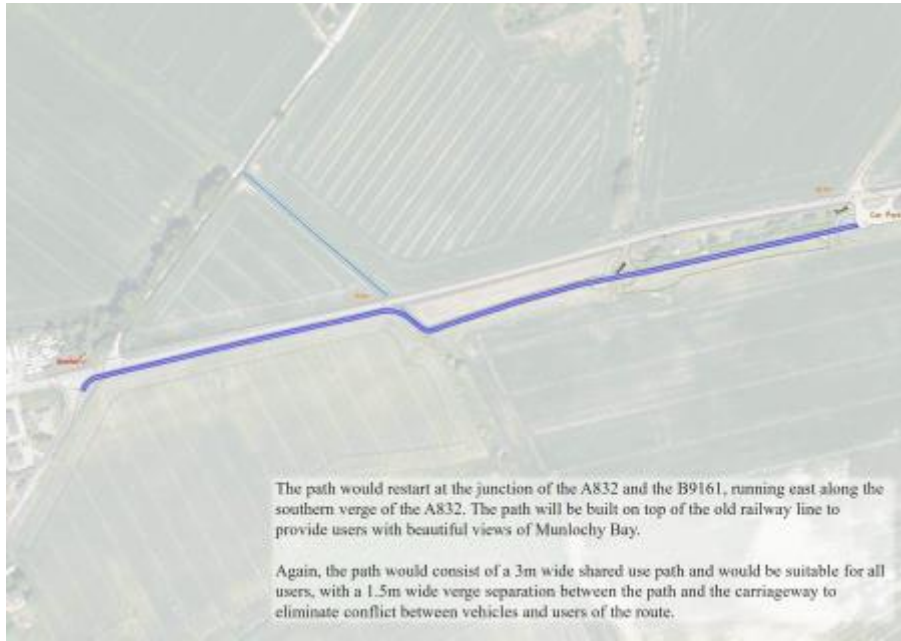
Map Overview



Section 1



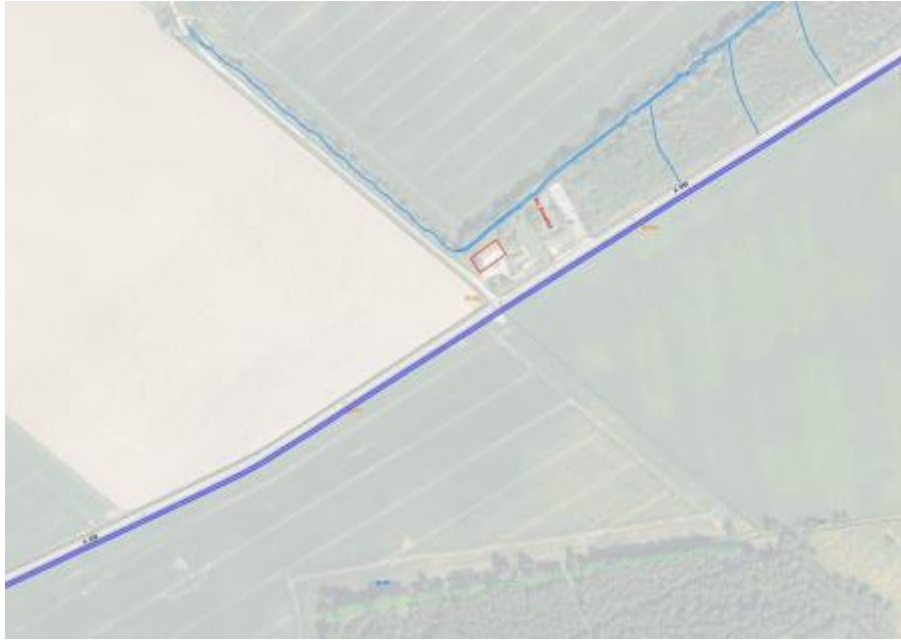
Section 2



Section 3



Section 4



Section 5

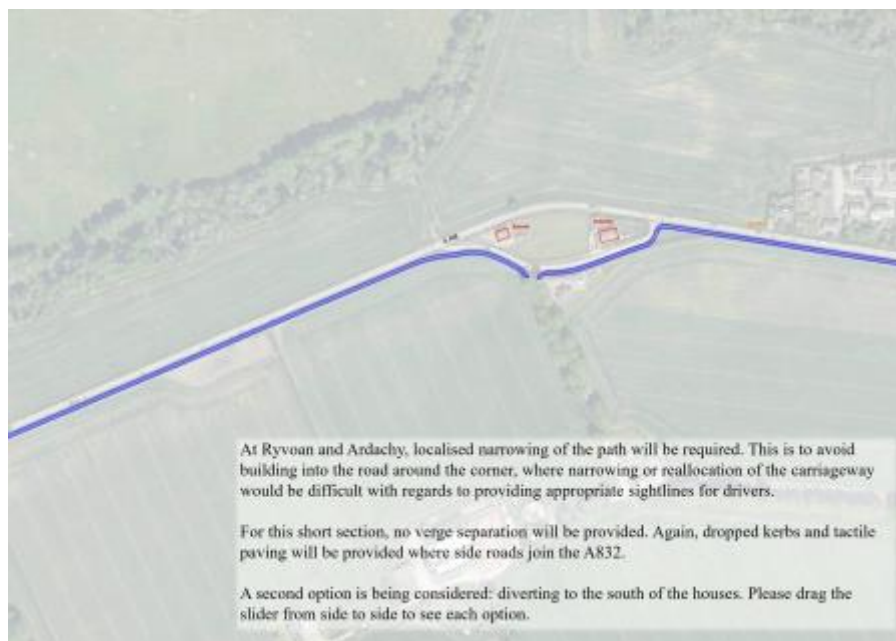
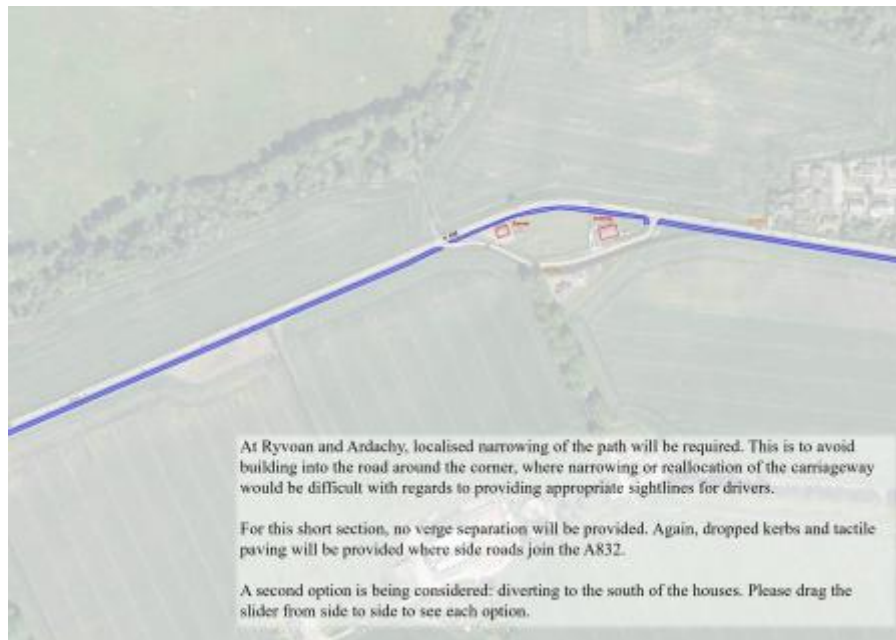




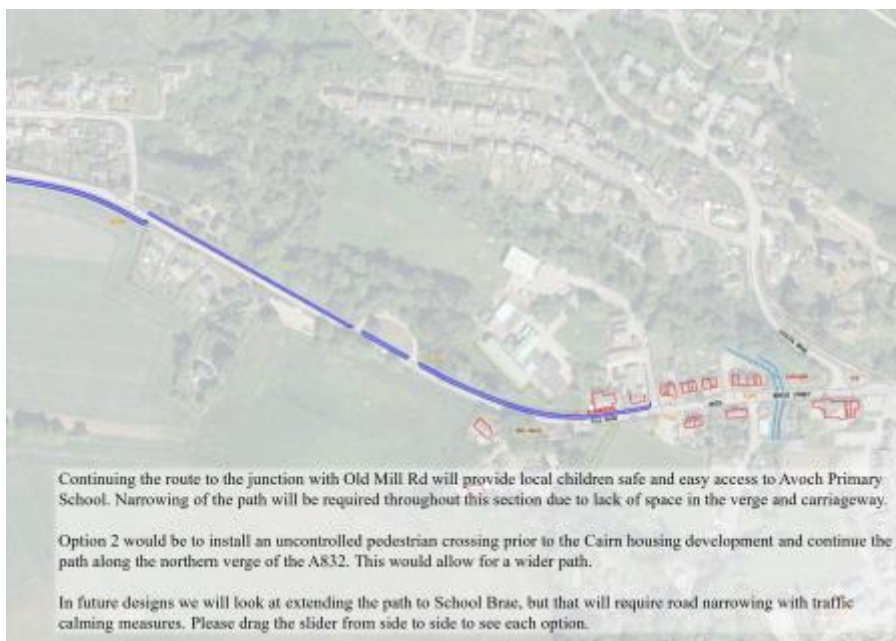
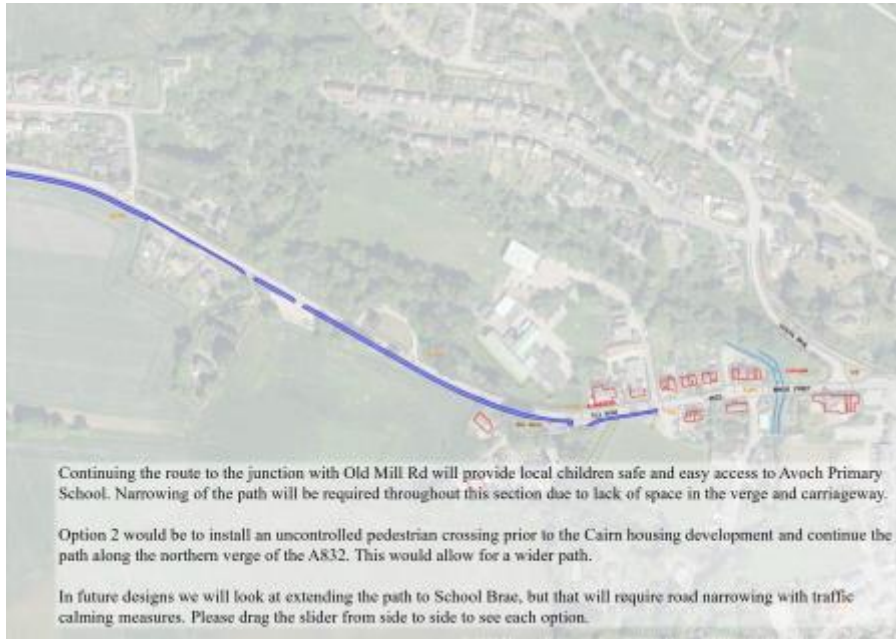
Section 6



Section 7



Section 8



Feedback Form



We would really appreciate it if you could leave us some feedback as it will help inform the next round of designs.

Please note that below the feedback form there is further information on the wider area and supporting information for the scheme. We hope you find the information interesting and useful.

Embed://<iframe width="640px" height="480px" src="https://forms.office.com/Pages/ResponsePage.aspx?id=o1zB3vQotUaZCBfuQiPnBPQsH6bU7VJHIAI0POTjJIUQzhJRFdSN1NRMzZPRkxTS1JYNtA2VzFXVy4u&embed=true" frameborder="0" marginwidth="0" marginheight="0" style="border: none; max-width:100%; max-height:100vh" allowfullscreen webkitallowfullscreen mozallowfullscreen msallowfullscreen></iframe>

The Wider Area

Safe Travel

This route will provide an important link for the Black Isle in terms of active travel. It removes the most dangerous section of any commuter cycling route to Inverness from the villages at the east of the Black Isle. Additionally, where the route ends at Drumderfit Forest there is an onward quiet road route linking to North Kessock. The proposed route would provide approximately 700 people in North Kessock with safe active travel access to the rest of the Black Isle.

The quiet road to North Kessock also provides access to Kilmuir and to extensive woodland along the edge of the Moray Firth. From North Kessock, the road to Redcastle along the Beaully Firth is very popular with walkers and cyclists. The Avoch to Munloch Active Travel Link opens up opportunities for people around the Black Isle to visit these areas through active travel.

A review of the online accident data site Crashmap⁴ has highlighted that in the past eleven years there have been twenty-seven accidents in the study area, three of which were fatal, eight serious, and sixteen that were recorded as slight. The data is presented in the picture below, showing the locations of the incidents.

⁴<https://www.crashmap.co.uk/Search#>

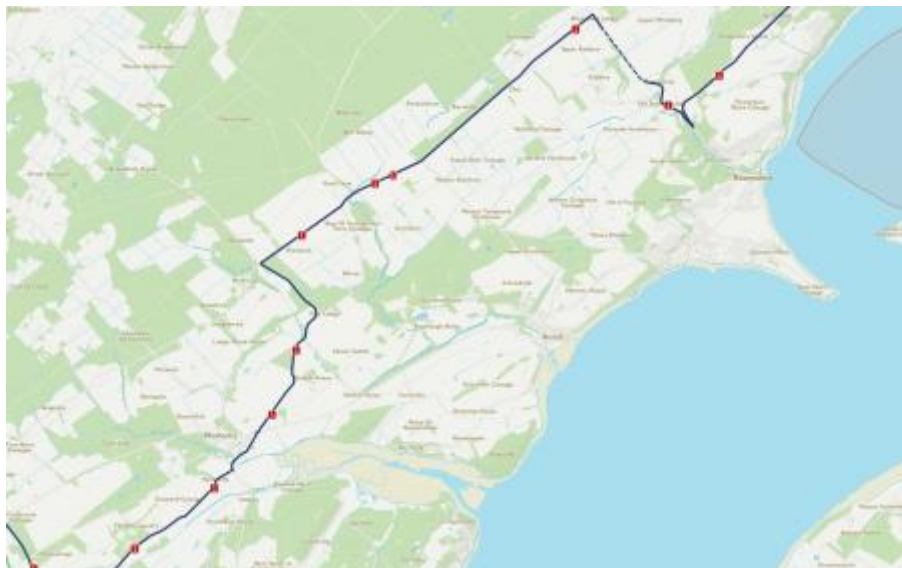


National Cycle Network

The link will also provide future opportunity for a circular route addition on the National Cycle Network Route 1⁵ (NCN 1), which runs from Dover to Tain. A recognised on-road route continues to Shetland but is not part of the National Cycle Network. NCN 1 currently splits in two and the east spur joins Munloch from the west and then skirts to the north of Avoch and Rosemarkie. For those travelling onwards to the northern end of the NCN 1, this spur is generally only suitable in summer as a ferry crossing is required in Cromarty. Prior to splitting, NCN 1 has a spur that runs through North Kessock.

NCN 1 offers incredible views of lesser-known parts of the UK, but also runs through Edinburgh and London. Additionally, it connects into a longer route, EuroVelo 12, which links to Holland and Norway.

National Cycle Network Route 1 is a major attraction for touring cyclists and provides economic benefit to the local area.

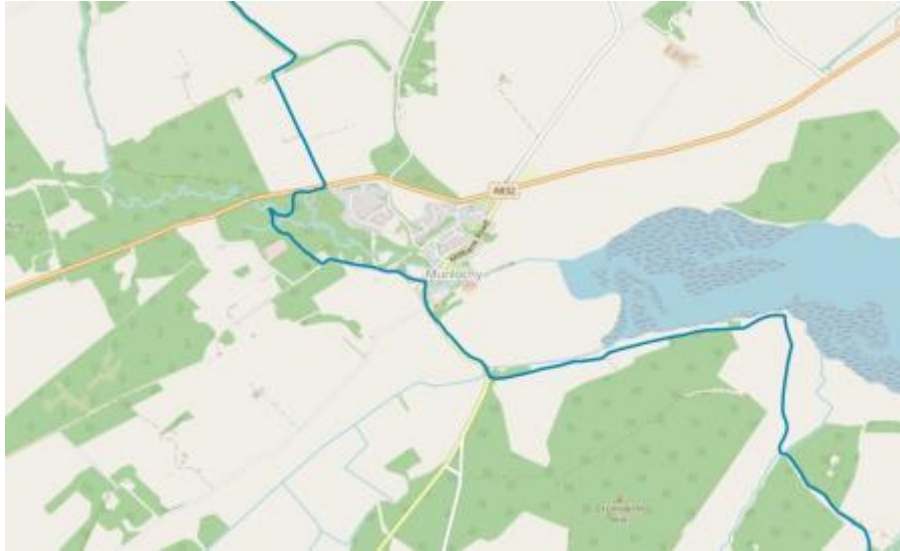


⁵<https://www.sustrans.org.uk/find-a-route-on-the-national-cycle-network/route-1/>

John o'Groats Trail

The **John o'Groats Trail**⁶ (JoGT) is a 147 mile coastal walking route from Inverness to John o' Groats, traversing shorelines, cliff tops, back lanes and footpaths of the Scottish Highlands. The walk is used by both long-distance walkers and local walkers looking for a coastal stroll.

The section of the proposed route that runs from Drumderfit to Munloch is currently used in **Stage 1: Inverness to Culbokie**⁷. The new path will act as a safe off-road section for JoGT and will encourage new users, potentially increasing tourism to the area.



Black Isle Tourism

Formed in Autumn 2014, the Black Isle Tourism Team (BITT) is a subgroup of the Black Isle Partnership⁸ (BIP). We aim to encourage and enable businesses, organisations and individuals around the Black Isle who have an interest in tourism to work together to improve the visitor experience and to raise the profile of the area. (The Black Isle Tourism Team⁹)

The BITT aims to promote 'slow tourism'¹⁰. This is where the tourist spends longer in one place, getting to know the area and its community. It is a more sustainable form of tourism and increases economic benefit to the area.

The proposed link between Avoch, Munloch, and Drumderfit will support BITT in their goals by providing safe and easy active travel access to the local area which will encourage tourists that have already adopted sustainable life habits, such as slow tourism. It would also fulfil one of the aims of Objective 2 from the Tourism Strategy¹¹, which looks to pursue a dedicated cycle path between Avoch and Munloch.

⁶<https://www.jogt.org.uk/>

⁷<https://www.jogt.org.uk/stages/inverness-to-culbokie/>

⁸<http://black-isle.info/black-isle-partnership>

⁹<http://black-isle.info/bitt.asp>

¹⁰[https://tourismteacher.com/slow-tourism/#:~:text=Slow tourism involves spending longer,%2C community%2C and authentic culture.](https://tourismteacher.com/slow-tourism/#:~:text=Slow%20tourism%20involves%20spending%20longer,%2C%20community%2C%20and%20authentic%20culture.)

¹¹<http://black-isle.info/userfiles/file/Tourism-Strategy/BI-Tourism-Strategy-Final-Draft.pdf>

THE BLACK ISLE



Statements of Support

Transition Black Isle



This all-purpose path between Avoch and Munlochy will make cycling between the east of the Black Isle and Inverness far safer. It also provides better access to the countryside for local residents, who can only walk from their village along the tarmac of busy roads.

Anne Thomas, Chair of The Active Travel Route Working Group, Transition Black Isle

Julian Paren, Convenor, Transition Black Isle

The Highland Council

Highland Council is delighted to support this active travel route, which is included as a priority route in its new draft of the Inner Moray Firth Local Development Plan. It is ambitious but it is absolutely necessary for cyclists and others to avoid a dangerous stretch of road on the National Cycle Route no 1 which links Dover to John o' Groats. Active travel is more popular than ever because of Covid and Climate Change concerns. We hope that local people will support the Avoch to Munlochy active travel route.

Councillor Gordon Adam, Chair Black Isle Dingwall and Seaforth Committee

Councillor Jennifer Barclay, Black Isle

Councillor Craig Fraser, Black Isle



Sustrans



Sustrans are pleased to support Transition Black Isle and their aim to create an active travel route between Avoch and Munlochy through Places for Everyone. Places for Everyone seeks to create safe, attractive, healthier places by increasing the number of trips made by walking, wheeling and cycling for everyday journeys. This project would provide an important link not only between the communities but also improving connections from the East of the Black Isle to Inverness.

Beth Woodall, Infrastructure Officer, Sustrans Scotland

Further Information



Here you will find information explaining why it is important to develop routes like the one we have presented to you.

Active Nation: The Health Benefits of Cycling and Walking in Scotland

ACTIVE NATION

THE HEALTH BENEFITS OF

Cycling and Walking
in Scotland

Sustrans is the charity making it easier for people to walk and cycle. Not only are these cheap and sustainable ways of getting around but they are some of the best ways to get people to move more every day.


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JOIN THE MOVEMENT

ACTIVE

Encouraging people to move more

People in Scotland don't exercise often enough. Getting more people to walk and cycle regularly would contribute to a **healthier, happier Scotland** for future generations and save the NHS millions.

39% Number of adults meeting the physical activity guidelines of 30 minutes of moderate activity five days per week¹



£94m

Cost of inactivity to NHS Scotland each year²



2,500

Deaths in Scotland of which physical inactivity was a factor³

Children who walk and cycle regularly concentrate better in class and achieve higher grades.⁴

11% of children in Scotland meet the daily recommended 60 minutes of activity⁵



Riding a bike improves the development of motor skills, coordination and balance



DISEASE

Preventing illness and promoting good health

Heart disease: Coronary heart disease effects around 6% of Scots. The drugs alone cost £116.8 million a year.⁶

2x More likely to die from heart disease if you are inactive



46%



Decreased risk of developing cardiovascular disease if you cycle to work

Cancer: By moving more, people can reduce the risk of breast, bowel and womb cancer.

45% Decreased risk of cancer if you cycle to work^{vi}



Staying active may help to prevent former patients developing secondary cancers^{vii}

Diabetes: 5.3% of Scots suffer from diabetes. The drugs cost the Scottish NHS £90 million each year (up from £73.2 million in 2012/13).

87% of diabetics have late-onset type 2 diabetes associated with a lack of physical activity^{ix}



33-50% lower risk of developing type 2 diabetes if you are physically active^x



Asthma: Walking and cycling can help to reduce asthma symptoms, even for those with exercise-induced asthma.

Traffic pollution has been linked to the significant increase in asthma amongst young people and adults in recent decades. Walking and cycling is a low carbon way to travel which contributes to cleaner air in cities



Mental health: Cycling is proven to reduce stress, anxiety and increases self-esteem.^{xi}



Physical activity can be as effective as medication and counselling^{xii}

Mental health benefits are greatest in 'green' spaces^{xiii} such as the National Cycle Network and greenways



These are just some of the health benefits of walking and cycling that should make investment in active travel infrastructure and behaviour change programmes a public health priority.

Contact us to find out how Sustrans can help to support walking and cycling projects in your local area, including funding for infrastructure through our Community Links, National Cycle Network, Street Design, Safer Routes to School fund and Community Links PLUS programmes and behaviour change projects in schools, workplaces and communities.

References:

- ¹ [The Scottish Health Survey 2014: Volume 1: 5 Physical Activity](#)
- ² [The Scottish Health Survey 2014: Volume 1: 5 Physical Activity](#)
- ³ [The Scottish Health Survey 2014: Volume 1: 5 Physical Activity](#)
- ⁴ [British Medical Journal \(2004\). Education And Debate: Are there proven mental health benefits associated with cycling and walking?](#)
- ⁵ [Growing Up in Scotland report](#)
- ⁶ [NHS National Services Scotland \(2017\). Scottish Heart Disease Statistics](#)
- ⁷ [Cello-Morales, C. A. et al. \(2017\). Association between active commuting and incident cardiovascular disease, cancer, and mortality: prospective cohort study. Published in the British Medical Journal](#)
- ⁸ [Scottish Cancer Prevention Network \(2018\). Role of Obesity in Cancer Survival and Recurrence. Published online.](#)
- ⁹ [Diabetes UK \(2018\). Looking after your diabetes: Getting active and staying active. Published online](#)
- ¹⁰ [American Diabetes Association \(2018\). Lower your risk: What Can Physical Activity Do for Me? Published online](#)
- ¹¹ [Cycle Scheme \(2017\). Cycling and the mental health benefits. Published online](#)
- ¹² [According to the Mental Health Foundation](#)
- ¹³ [Barton, J. and Pretty, J. \(2010\). What is the Best Dose of Nature and Green Exercise for Improving Mental Health? A Multi-Study Analysis. Published in Environmental Science & Technology](#)

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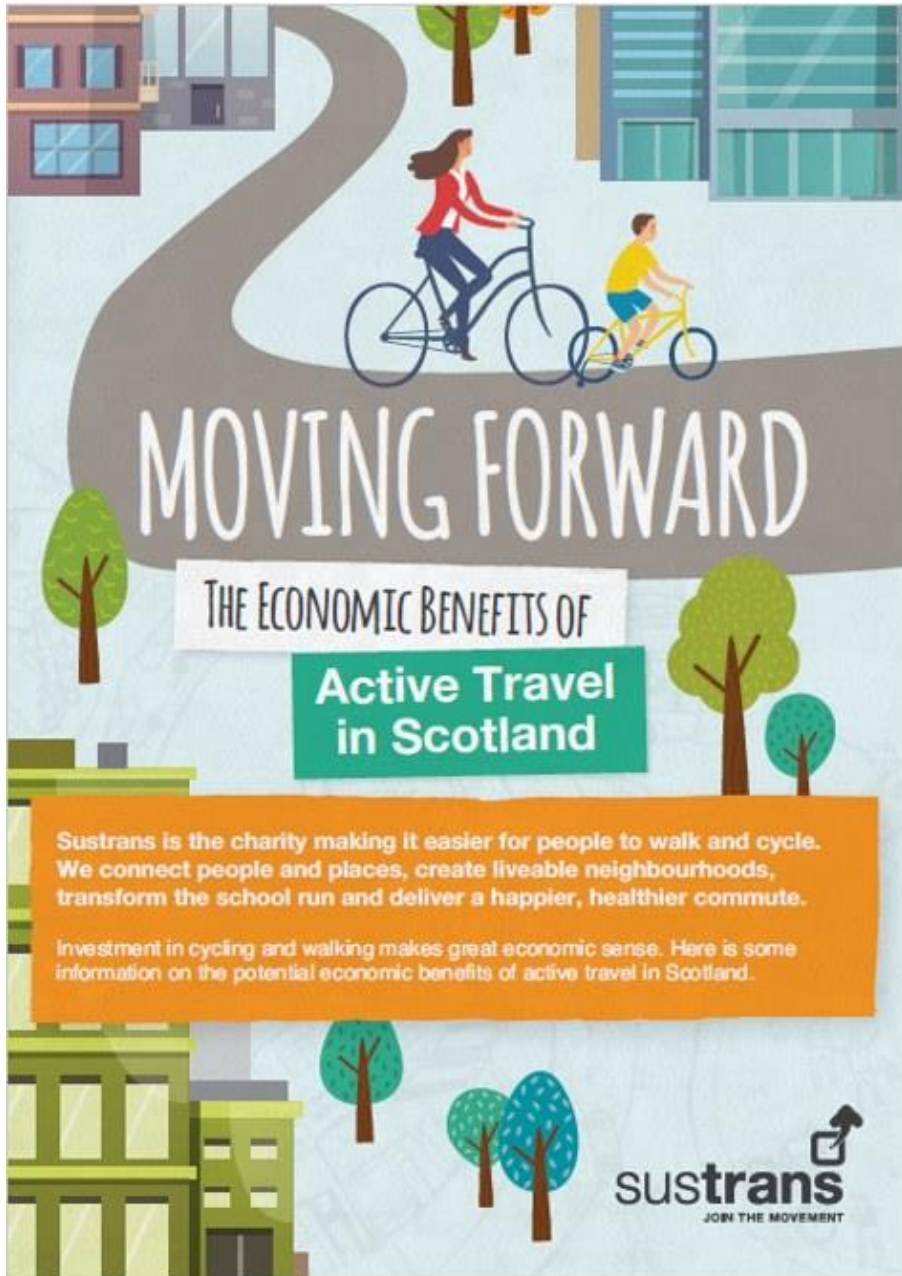
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MOVING FORWARD

THE ECONOMIC BENEFITS OF

**Active Travel
in Scotland**

Sustrans is the charity making it easier for people to walk and cycle. We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Investment in cycling and walking makes great economic sense. Here is some information on the potential economic benefits of active travel in Scotland.

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JOIN THE MOVEMENT

ECONOMY

Moving people, retail and tourism

Increasing the number of people walking and cycling helps to beat traffic congestion and can unlock growth.

£225m

The estimated cost of congestion in Edinburgh in 2016 ¹



2-3 times

more people can move along a Cycle Superhighway as on general traffic lanes of the same distance ²



Cycle and walking-friendly high streets draw a variety of shoppers and visitors, support a wide range of businesses and increase retail vitality.

30%

increase in retail sales thanks to walking and cycling projects ³

5x

higher retail spend per Sq m – with cycle parking vs same area of car parking ⁴

Walking and cycle tourism are valuable and growing areas of the economy in Scotland.



£1.26bn

Value of walking tourism to the Scottish economy ⁵

£150,000

Value of NCN Route 78, Oban – Ballachulish, to the local economy each year ⁶



EMPLOYMENT

Creating and giving access to jobs

Building walking and cycling infrastructure creates and sustains jobs better than road schemes.

12.7



jobs are supported or sustained for every £1 million of investment in sustainable transport infrastructure



1.6

jobs are created by 1km of cycle lane

Active travel, and cycling in particular, helps people to access employment opportunities. Sustrans worked with Derby City Council to deliver advice, practical skills and access to bikes for unemployed people. We want to do similar work with Scottish Local Authorities.

66%



felt bikes helped them to attend training and volunteering opportunities

66%



said it helped them to attend interviews

75%



said it helped them to get to Jobcentre appointments

HEALTH

Improving health, reducing absenteeism

Walking and cycling saves money on healthcare by improving people's physical health and reducing conditions associated with inactivity.



£305m

Health benefits of active travel on the National Cycle Network in 2015 ⁹



£17bn

Estimated amount the NHS could save over 20 years if Danish cycling levels were achieved in the UK ¹⁰

39%



of people in Scotland achieve the recommended 30 minutes of physical activity on five or more days per week ¹¹

66%



of people surveyed using Sustrans' Community Links projects completed their 30 minutes of physical activity five or more days per week ¹²

Walking and cycling reduces absenteeism, increases productivity and saves businesses money.

20%



reduction in absenteeism by promoting healthier travel options ¹³

1.3



Number of average fewer days missed by cyclists compared to non cyclists (7.4 vs. 8.7) ¹⁴

ENVIRONMENT

Reducing air pollution and carbon emissions

Investing in cycling and walking has been associated with large reductions in air pollution in urban areas where it has the most significant impact on health.



The potential reduction in carbon emissions from transport 2019-50 (55,000 tCO₂e) with a 10% cycle mode share ¹⁵

Seville increased cycling from **0.5% to 7%**, substantially reducing air pollution and cutting the number of days it exceeded EU regulations on air quality from **152 to 40** per year ¹⁶



These are just some of the economic benefits of walking and cycling that should make significant investment in active travel an economic priority.

Contact us to find out how we can help to support active travel in your area, including funding for infrastructure through Community Links, National Cycle Network, Community Links Plus and our behaviour change programmes.

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1. INRIX (2017). *Traffic Scorecard*.
2. Transport for London (2015). *A Better London: How cycling is improving life and business across London*.
3. Living Streets (2014). *The pedestrian pound: the business case for better streets and places*.
4. Department for Transport (2016). *The value of cycling: rapid evidence review of the economic benefits of cycling*.
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8. Sustrans (2012). *Helping jobseekers in Derby get to work by removing transport barriers*.
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13. Sustrans Scotland (2017). *Active Travel Toolbox: Active Travel and Economic Performance*.
14. Hendriksen et al. (2010). cited in *The Case for Active Travel*, by the Urban Transport Group.
15. Sustrans Scotland (2017). *Response to the parliamentary call for evidence on the Draft Climate Change Plan*.
16. European Cyclists Federation (2014). *Cycling and Urban Air Quality*.

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title="Creating cycling infrastructure for all ages by Will Haynes" target="_blank">Creating cycling infrastructure for all ages by Will Haynes from Sustrans</div>



https://youtu.be/QDdVbk1A_4



<https://youtu.be/MhXE6AiDTW8>



<https://youtu.be/13k8U0ISX4U>



<https://youtu.be/iMvNrVk3LxU>



<https://youtu.be/yov62VLix0M>

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Appendix C Text-Based Response Summaries

Figure 16: Question 3 Summary

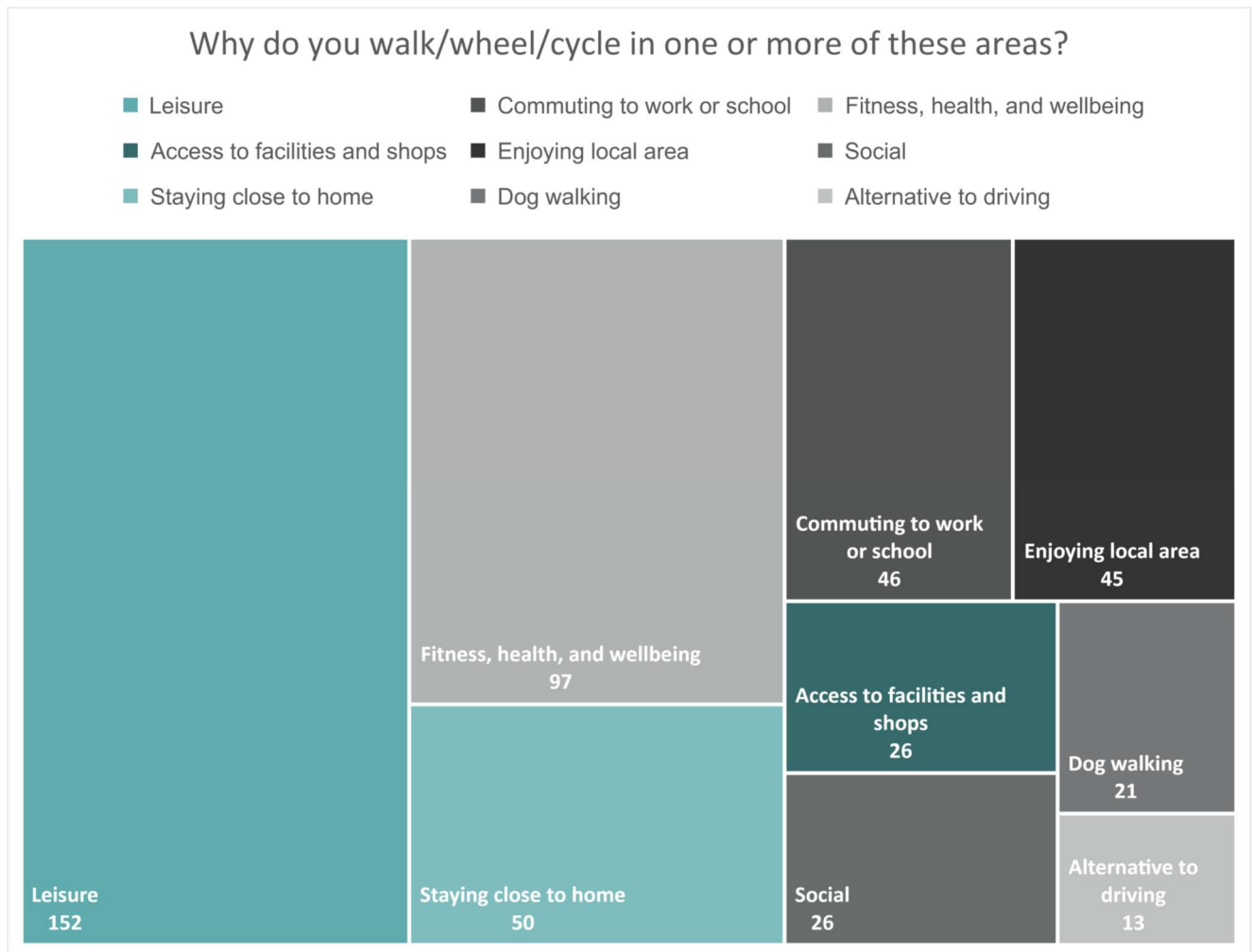


Figure 17: Question 4 Summary

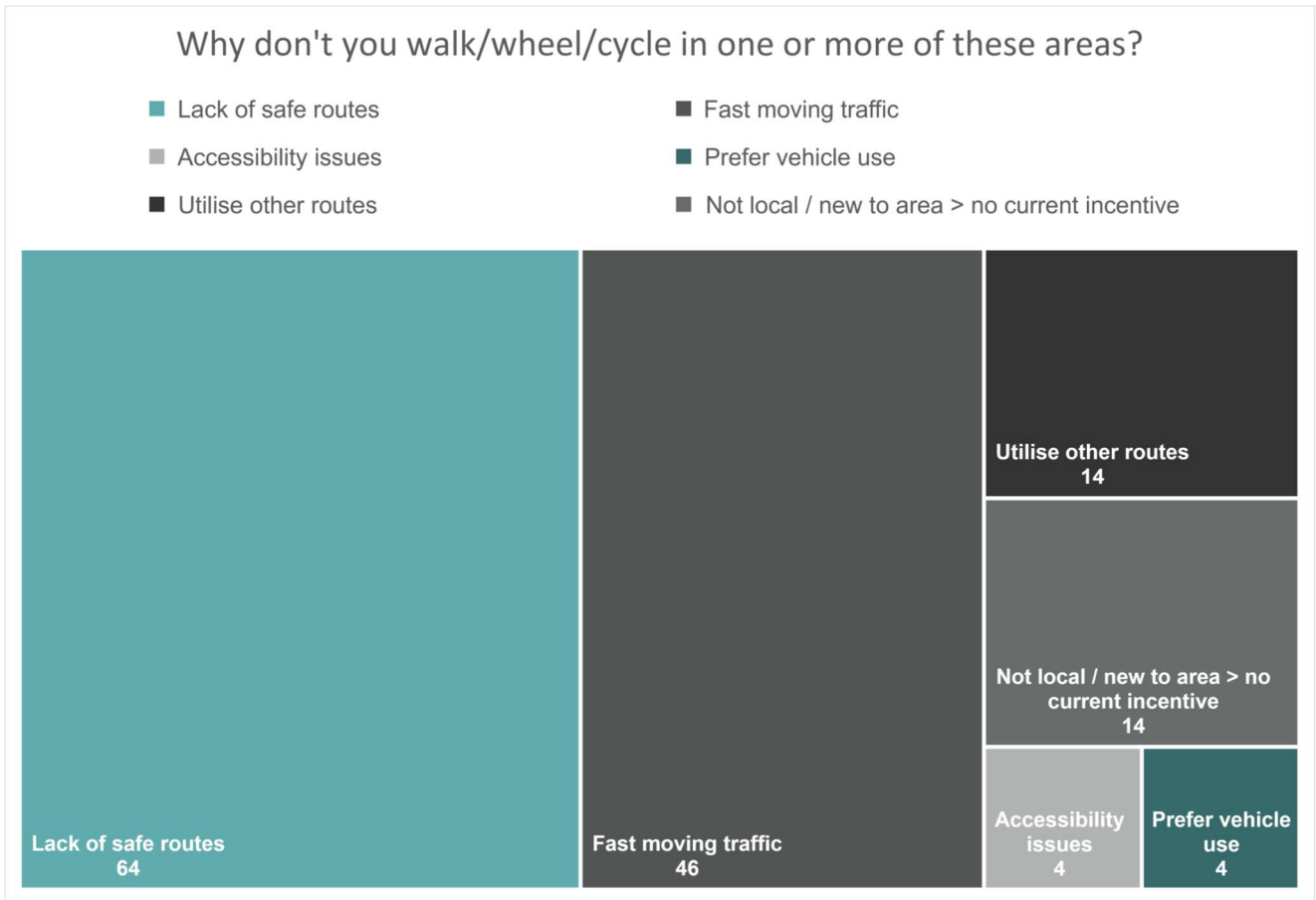


Figure 18: Question 6 Summary

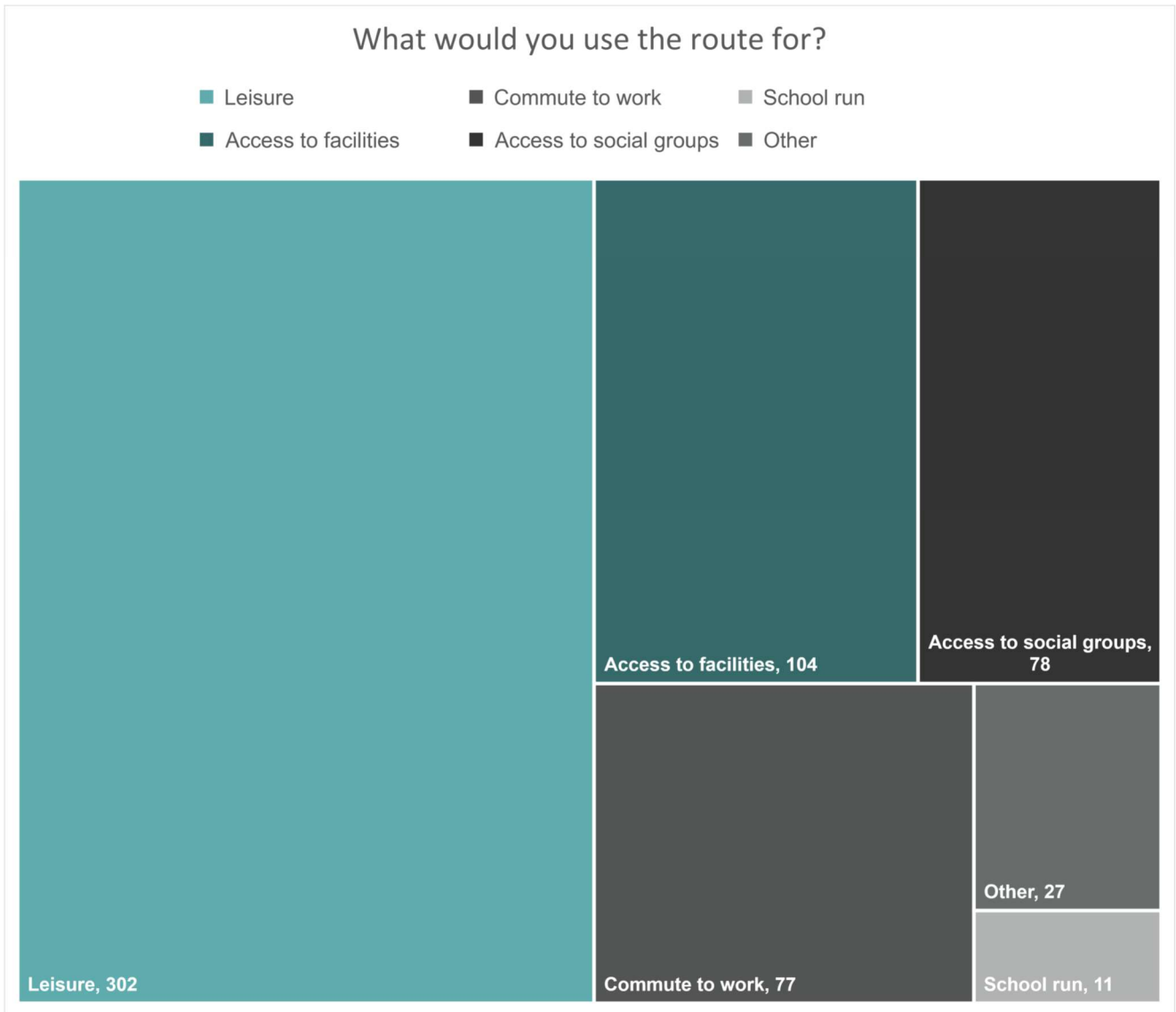


Figure 19: Question 11 Summary

What might encourage you or others to walk, wheel, or cycle along the route?

- Direct route
- Flat & easy route with good access
- Safety features (lighting, verge separation, etc)
- Dedicated route separate from vehicular traffic
- Appropriate surfacing
- Social interaction / local active groups
- Appropriate signage
- Maintenance of the route
- Links to other routes
- Speed limit reductions
- Social media / advertising of the route
- Placemaking and innovation (benches, bins, information boards, bike parking, etc)



Figure 20: Question 13 Summary

